

National Art Education Association



# 2015 NAEA National CONVENTION

MARCH 26-28 | NEW ORLEANS

# *Make Your Mark!*

Reserve your exhibit space today!

## THE ART of DESIGN

Form, Function, and the Future of Visual Arts Education

Connect  
Face-to-Face  
With Visual Arts  
Education  
Professionals!

## EXHIBITOR PROSPECTUS



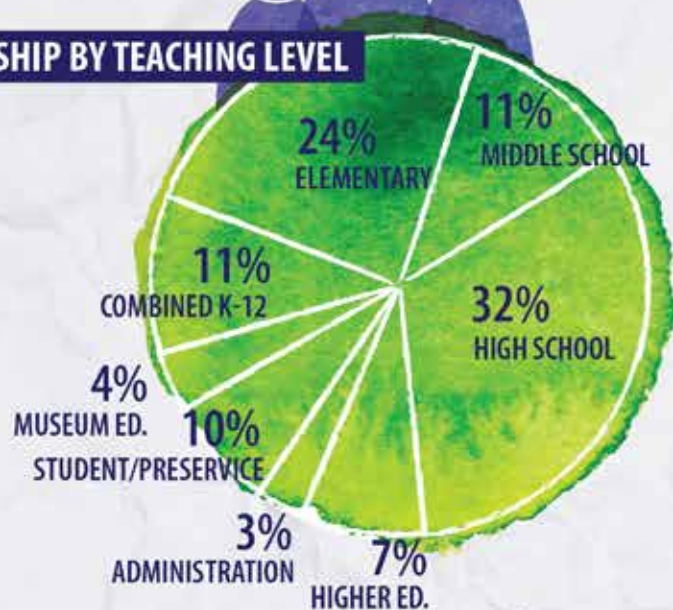
**Naea**

The National Art Education Association (NAEA) is the leading international professional membership organization exclusively for visual arts educators.



## GET TO KNOW US!

### MEMBERSHIP BY TEACHING LEVEL



### MEMBERSHIP BY REGION



### CONVENTION PRE-REGISTRATION BY REGION

NEW YORK, 2012	FORT WORTH, 2013	SAN DIEGO, 2014
Eastern 50%	Eastern 17%	Eastern 23%
Pacific 10%	Pacific 10%	Pacific 32%
Southeastern 18%	Southeastern 16%	Southeastern 16%
Western 22%	Western 57%	Western 29%

## Exhibit

With NAEA and...

- **CONNECT** to the source! Put your products and services in the hands of thousands of visual arts educators who have purchasing power for their schools, school districts, and beyond.
- **BUILD** a lasting relationship! Our attendees value their connections with exhibitors and see the Exhibit Hall as the hub of Convention activity.
- **SUSTAIN** your presence throughout the year! The sooner you reserve your exhibit space, the sooner art educators will begin to see your name! You'll be listed in the NAEA Art Education Resource Guide, the 2015 Convention Mobile App, NAEA News, and more! These resources are used year round!



## What Attendees Are Looking For:

- NEW Products, Concepts, and Techniques Intended for All Skill Levels and Ages
- Classic Art Supplies as well as Up-to-the-Minute Technology
- Professional Development Opportunities
- College and University Programs for Outstanding Students
- Curriculum Resources

**+ MORE!**  
**THE SKY'S THE LIMIT!**





## Exhibitor Details

### EARLYBIRDS: Save \$300 per 10ft x 10ft Space!

Submit your Exhibit Space Agreement with a **50% deposit by August 1, 2014** in order to receive discounted earlybird rates. Booth locations will be assigned based on a random drawing of agreements received by this date. Agreements received after August 1 will be assigned on a first-come, first-served basis.

#### Location:

Exhibit Hall B  
Ernest N. Morial Convention Center  
900 Convention Center Boulevard  
New Orleans, LA 70130

#### Hall Hours:

Thursday, March 26: 10 AM–3PM  
Friday, March 27: 10AM–3PM  
Saturday, March 28: 10AM–3PM

#### Exhibitor Setup Hours:

8 AM – 6 PM, Wednesday, March 25

#### Exhibitor Move-Out Hours:

3 – 8 PM, Saturday, March 28  
8 – 10 AM, Sunday, March 29

#### Your Exhibit Space Includes:

- ▶ An 8ft-high back drape and a
- ▶ 3ft-high side drape per 10ft x 10ft exhibit space
- ▶ An identification sign
- ▶ Three exhibitor personnel badges per 10ft x 10ft exhibit space
- ▶ FREE listing in the Art Education Resource Guide—a buyer's guide on NAEA's website
- ▶ The opportunity to participate in the Art Materials Giveaway to be held on Saturday, March 28, in the Exhibit Hall

#### Items Available for Rental From The Expo Group:

- ▶ Carpeting
- ▶ Electrical
- ▶ Furniture
- ▶ And more!

#### Secure a Prime Space!

Contact Barbara Fett,  
NAEA Exhibits Manager  
E-mail: [bfett@arteducators.org](mailto:bfett@arteducators.org)  
Telephone: 972-751-9622

## Go Beyond

Take your connection with visual arts educators even further with these exclusive opportunities!

#### Exhibitor Showcase Workshop

No distractions—really! Connect with as many as 150 attendees with a 110-minute session in a classroom environment after Exhibit Hall hours. Act now! A limited number of Exhibitor Showcase Workshops are available.

#### Art Materials Giveaway

The Grand Finale of the Exhibit Hall is a yearly hit with attendees! Be a part of this random drawing that requires winners to visit your booth to claim their prizes.

Contact Barbara Fett, NAEA Exhibits Manager, for details.

See contact information above.







# Premium Sponsorships



Commit to a Premium Sponsorship and your company's branding will be prominent before, during, and even after the event. As soon as you commit to sponsorship, your logo will be included in 2015 Convention print and electronic promotions that are received by more than 40,000 visual arts educators.

## PREMIUM SPONSORSHIP PACKAGES

SPONSOR BENEFITS	Platinum \$20,000	Gold \$15,000	Silver \$10,000
Complimentary 10ft x 10ft Exhibit Hall Space	★	★	★
Priority Booth Placement (with commitment by 8/1/14)	★	★	★
Enhanced Keyword Listing (featuring links to your website, e-mail, and more) on NAEA's Online Art Education Resource Guide	★		
Your Logo on NAEA Website	★	★	★
Use of NAEA Active Member Mailing List	★ <sub>x2</sub>	★ <sub>x1</sub>	
Full-Page Color Advertisement on the Exterior Back Cover or Inside Front Cover of the Convention Program	★		
Full-Page Color Advertisement on Inside Back Cover of the Convention Program		★	
Your Logo Featured Prominently in the Registration Area	★	★	★
Your Logo Featured Prominently at General Sessions	★	★	★
Your Logo on Convention Signage	★	★	
Your Logo on Select Convention Promotional Materials	★	★	★
Convention Mobile App Banner Ad and One Alert per Show Day	★		
Invitation to the Leadership Reception	★ <sub>x4</sub>	★ <sub>x2</sub>	
Unlimited Personnel Badges	★	★	★
Complimentary Exhibitor Showcase Workshop	★		

**Make your sponsorship happen!**

Contact Barbara Fett, NAEA Exhibits Manager | E-mail: [bfett@arteducators.org](mailto:bfett@arteducators.org) | Telephone: 972-751-9622



# Advertising & Branding

Be front and center in everyone's Convention experience when you sponsor a luxury item or amenity. Get your messages to art educators before, during, and after the Convention when you advertise with the 2015 Convention Mobile App or NAEA publications!

## MOBILE APP ADVERTISING

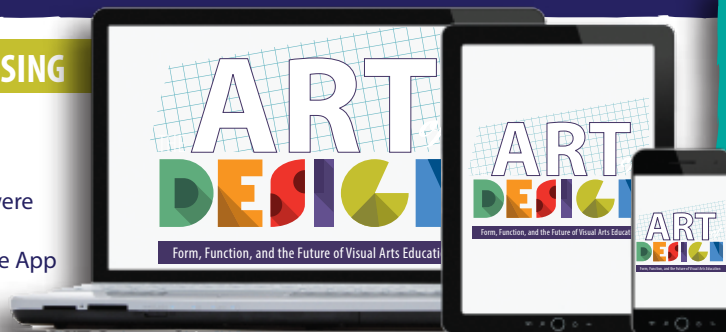
THE FACTS:

**562,664**

The number of times Ads were viewed on the 2014 NAEA National Convention Mobile App

**3,796+**

The number of times the 2014 NAEA National Convention Mobile App was downloaded.



## 2015 MOBILE APP ADVERTISING OPTIONS

- ▶ **Mobile App Banner:** Includes rotating banner ad into full-page ad or exhibitor detail information page. \$1,000
- ▶ **Mobile App/Text Message Alert:** Tell attendees why they should come to your exhibit space! Limited number available!  
1 Alert \$500 | 3 Alerts \$750 | 5 Alerts \$950
- ▶ **Multi-Media Video:** Includes a rotating banner ad into a full-page ad or exhibitor detail information page with video. \$1,500

**"I LOVED the App!!!**  
Easy to use, easy to share, easy reminders... and welcoming information of the day in advance... better than [the] paper catalog!!!"

—2014 Attendee

## NAEA PUBLICATIONS ADVERTISING

Advertise with NAEA Publications and reach a diverse group of visual arts education professionals from around the world! Build excitement for your exhibit before the Convention and follow up afterward! Some publications are distributed digitally and can link directly to your website.



**Save 15%**

2015 NAEA National Convention Exhibitors  
Save 15% on all NAEA Publications advertising!

Advertising space must be purchased August, 2014-February, 2015



## BRANDING OPPORTUNITIES

### WiFi Access

Convention-wide WiFi access is one of the amenities most requested by attendees. Make WiFi happen and you'll have a lot of fans!

Call for details!

### Convention Tote Bag

Everyone attending the Convention will receive a complimentary registration tote bag featuring your logo.

\$6,000 + Totebags

### Sketchbooks

One of the most requested items for onsite use by attendees is a sketchbook. Help art educators document their Convention experiences by supplying a sketchbook when they arrive.

\$3,000 + Sketchbooks

### Custom Mardi Gras Beads

Be the life of the party at the grand opening of the Exhibit Hall! Following the opening keynote address delivered by Tim Gunn of T.V.'s "Project Runway", we'll be parading with a brass band to the Exhibit Hall. Beads featuring your logo alongside NAEA's will be part of the celebration!

\$6,000

### Water Bottles

Keep attendees quenched and have your name on a souvenir that they'll take everywhere they go. Become the first sponsor of the NAEA National Convention water bottle!

\$7,000

## Get your name out there!

Contact Barbara Fett,  
NAEA Exhibits Manager

E-mail: [bfett@arteducators.org](mailto:bfett@arteducators.org)

Telephone: 972-751-9622



# General Information | Rules and Regulations

## GENERAL INFORMATION

### Exhibit Hall B

Ernest N. Morial Convention Center  
900 Convention Center Blvd.  
New Orleans, LA 70130

### Exhibitor Registration

Exhibitors are allowed three complimentary exhibitor registrations per 10ft x 10ft exhibit space. Exhibitor registration forms will be available on the NAEA website at [www.arteducators.org/convention](http://www.arteducators.org/convention)

### Exhibitor Housing

Exhibitor housing information is available on the NAEA website at [www.arteducators.org/convention](http://www.arteducators.org/convention)

### Exhibitor Setup

8am–6pm, Wednesday, March 25

### Move-In Procedures

All exhibitors may gain admittance to the Exhibit Hall with their NAEA exhibitor badges. Installation and dismantle companies must procure special work badges. These work badges may be picked up at the loading dock area of the Exhibit Hall.

All booths must be set up by 6pm Wednesday, March 25. No booths may be set up the morning of Thursday, March 26.

### Exhibit Hall Hours

Thursday, March 26: 10am–3pm

Friday, March 27: 10am–3pm

Saturday, March 28: 10am–3pm

Exhibitors will have access to the Exhibit Hall at 8am each day.

### Exhibitor Move-Out

Sunday, March 28: 3pm–8pm

Monday, March 29: 8am–10am

Exhibitors may begin to dismantle booths no earlier than 3pm Saturday, March 28. All exhibits must be staffed and must remain intact until the official closing time.

**NO EXHIBITOR MAY TEAR DOWN A BOOTH PRIOR TO 3pm.** Empty crates and cartons will be returned once the aisle carpet has been cleared. It will take several hours for empties to be returned. For safety reasons, exhibitors are not allowed access to the empty-freight area. All exhibitors must clear the Hall by 10am on Monday, March 29.

### Cancellations

All cancellations must be made in writing to the NAEA Exhibits Manager by October 24, 2014. A 50% deposit will be non-refundable. Cancellations received after October 24, 2014, obligates the exhibitor to full payment of the space or advertising fee; no refunds will be given after October 24, 2014.

### Official Service Contractor

NAEA has selected The Expo Group (TEG) as the official service contractor to provide your company with the following services and products: audio/visual equipment, furniture, rental exhibits, carpet, labor, security, cleaning, material handling, signs, electrical, floral, and telecommunications.

All general questions regarding your booth space assignment, exposition operating procedures, service contractors, display rules and limitations, and exposition policies should be addressed to Barbara Fett, NAEA Exhibits Manager, at [bfett@arteducators.org](mailto:bfett@arteducators.org) or 972-751-9622.

### Exhibit Hall Logistics and Standard Booth Equipment

The following items are included with your space rental fee.

1. All inline booths come equipped with 8ft-high back drape and 3ft-high side rail drape.
2. A 7in x 44in booth identification sign with the exhibiting company's name and booth number will be provided for all inline booths.
3. Each company will receive three complimentary exhibitor badges for each 10ft x 10ft exhibit space allowing access to the Exhibit Hall only. Additional badges may be purchased.

### Additional Booth Requirements

**Booth spaces are not carpeted. NAEA requires that all exhibitors provide fire-retardant carpet/floor covering for their entire contracted booth space.**

Furniture and/or additional draping accessories, signs, electrical outlets, etc., are the responsibility of the exhibitor, and should be ordered and paid for in advance from The Expo Group.

### Material Handling and Shipping

Advance shipping of exhibits and products may be made to The Expo Group, as indicated in the online Exhibitor Service Manual. Exhibitors may not ship directly to the Convention Center prior to Wednesday, March 25, 2015. Shipments sent directly to the Convention Center prior to Wednesday, March 25, 2015, will be turned away.

## RULES AND REGULATIONS

### Exhibit Hall Access

All exhibitors must have an official NAEA exhibitor badge in order to gain access to the Exhibit Hall. Exhibitors will be allowed access 2 hours prior to show opening each day. Please refer to entries on this page for information on Exhibitor Move-In and Move-Out.

### Character and Acceptability of Exhibits

All exhibits shall serve the interests of the members of NAEA, and be operated in a way that will not detract from other exhibits, the exhibition, or the Convention as a whole. NAEA endorses the creative use of art materials, but does not condone products or processes which encourage imitation, allow for no individuality, or are known to be harmful to the growth and development of children. Examples of specific products that cannot be approved because they are contrary to present beliefs in art education are: paint-by-numbers sets, coloring books, and molds and kits that provide patterns allowing for no individuality. NAEA asks exhibitors not to display such materials, and reserves the right to prohibit any exhibit which, in its opinion, is not proper. NAEA reserves the right to remove any exhibits or parts thereof that are believed to be injurious to the Association.

### Construction, Installation, and Use of Exhibits and Exhibit Facilities

The regulations listed are presented to create and maintain an open atmosphere on the exhibit floor. Exhibits must conform to the space specified in the Exhibit Space Agreement and to all display rules as set

forth by NAEA.

Presentations or product demonstrations must be set into the booth back from the aisle to allow for chairs and standing room within the booth area to accommodate booth attendees.

Any part of the exhibit that does not lend itself to an attractive appearance, such as unfinished sides or end panels, must be draped at the exhibitor's expense. NAEA reserves the right to determine whether draping must be provided.

### Inline Booths

The minimum exhibit space is 10ft x 10ft. NAEA will provide the standard draped booth consisting of 10ft of 8ft-high back drape and 10ft of 3ft-high side drape.

All display materials and equipment should be arranged so as not to obstruct the sightlines of neighboring exhibitors. A maximum height of 8ft is allowed in the back 5ft of the booth space, with a 4ft-height restriction placed on objects in the front 5ft of the booth. Equipment may exceed the 4ft-height limit imposed on the front half of the booth, provided that it does not exceed 8ft in height and does not obstruct the view of adjacent booths.

An island booth is a minimum of 400 sq.ft. with an aisle on all four sides.

Island booths should be constructed to allow an open sightline enabling an attendee to view the surrounding exhibit area through the island booth. Walls or other barriers along the perimeter of the booth that prevent an open sightline to neighboring booths are prohibited.

The height of an island booth may not exceed 16ft from the floor to the top of any structure, including hanging signs.

Exhibitors with island booths must submit floor plan for approval to the NAEA Exhibits Manager by March 1, 2015. These plans must include any hanging signs.

### Restrictions on Use of Space

No exhibitor shall sublet, assign, or share any part of the allocated exhibit space without the written consent of NAEA. Solicitations or demonstrations by exhibitors must be confined within the bounds of their own respective booths. Aisle space shall not be used for exhibit purposes, display, signs, solicitation, or distribution of promotional materials.

Exhibit signs or displays are also prohibited in meeting facilities and guest rooms or hallways of the hotels, unless approved by NAEA and the hotel in advance of the Convention.

### Noise and Sound

Any audio/visual equipment shall be operated within a booth only at a level that will not interfere with other exhibitors. NAEA reserves the right to ask any exhibitor to lower the sound of audio/visual equipment in a booth.

### Cleaning

All aisles will be cleaned daily. Trash produced as a result of an exhibitor emptying samples must be maintained within the booth area. Trash bins will be provided in the Exhibit Hall for convenience. Trash MAY NOT be placed in

the aisles or the floor area once the Exhibit Hall is opened on Thursday, March 26.

### Labor

Exhibitors shall employ only accredited labor personnel for all work in accordance with local labor regulations. Information regarding the local labor regulations will be provided online in the Exhibitor Service Manual.

### Fire and Safety Regulations

All local regulations will be strictly enforced, and the exhibitor assumes all responsibility for compliance with such regulations, as well as those of the National Board of Fire Underwriters Building Code. All decorations and booth equipment must be fireproofed and electrical wiring must meet the safety requirements of the Fire Department of New Orleans.

### Care of Building and Equipment

The exhibitor or his/her agent shall not damage or deface the walls, columns, or floors of the exhibit facilities, the booths, or the equipment or furniture rented in the booth. When such damage appears, the exhibitor shall be liable to the owners of the property so damaged.

### Use of Copyrighted Music

Any exhibitors wishing to use copyrighted music must obtain their own license agreement through the proper licensing agent, e.g., ASCAP or BMI.

### Use of NAEA Identity

The names, trademarks, service marks, and logos of NAEA may not be used in any advertising or publicity, or otherwise to indicate NAEA's sponsorship or of affiliation with any product or service, without NAEA's expressed written permission.

### Photography Rights

NAEA reserves the right to capture any images of all Exhibit Hall booths and exhibitors on site. Images may be posted on the NAEA website and used in printed promotional pieces.

### Liability

Neither NAEA, The New Orleans Convention Center, the official contractor, the employees, officers, agents, directors, or representatives are liable for any damages or loss that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever. Insurance and liability are the full and sole responsibility of the exhibitor. The exhibitor, upon signing this contract, agrees to indemnify and hold forever harmless the aforementioned for any and all liability and expense from personal injury, accident, or property damage from fire, theft, destructive causes, or loss arising out of, in, at, or in connection with the exhibitor's display.

# 2015 NAEA National Convention | Exhibit Space Agreement

**Receive the Earlybird Discount when you submit payment (minimum 50% deposit) by Aug. 1, 2014!**

**Agreement:** Exhibiting Company agrees to abide by the 2015 Exhibit Rules and Regulations, which are made a part of this agreement by reference and available to view at [www.arteducators.org/convention](http://www.arteducators.org/convention).

## Exhibit Space Fees

- Earlybird exhibit space fee is \$2,395 per 10ft x 10ft space.
- Exhibit space fee after August 1, 2014, is \$2,695 per 10ft x 10ft space.
- Corner location of exhibit space is an additional \$100.
- All agreements must be accompanied by a minimum 50% deposit, and paid in full within 30 days of submission of agreement.
- Exhibit spaces are available in multiples of 10ft spaces, or as 20ft x 20ft islands (minimum 4 spaces per island). Island spaces are an additional \$400 (for four corner booths).

Booth Size: \_\_\_\_\_ ft x \_\_\_\_\_ ft

**Earlybird Rate** (agreement received by August 1): Number of 10ft x 10ft spaces requested x \$2,395 = Total Space Fee \$ \_\_\_\_\_

**Regular Rate** (agreement received after August 1): Number of 10ft x 10ft spaces requested x \$2,695 = Total Space Fee \$ \_\_\_\_\_

**Corner Exhibit Space Location** (optional): + \$100 = Total Space Fee \$ \_\_\_\_\_

**Mobile App Advertising:** Advertise on the 2015 Convention Mobile App. Text and artwork will be collected in Winter 2015.

Mobile App/Text Message Alert: ☐ 1 Alert=\$500 ☐ 3 Alerts=\$750 ☐ 5 Alerts=\$950

☐ Mobile App Banner = \$1,000 | ☐ Multi-Media Video= \$1,500

**Total Advertising Fee** \$ \_\_\_\_\_

**Total Amount Due** \$ \_\_\_\_\_

## Cancellations

- 50% of the total space rental and/or advertising fee will be retained for cancellations or space reductions received by October 24, 2014.
- 100% of the space rental and/or advertising fee will be retained for cancellations or space reductions received after October 24, 2014.
- All cancellations or requests for a reduction in exhibit space must be submitted in writing to Barbara Fett, NAEA Exhibits Manager, at [bfett@arteducators.org](mailto:bfett@arteducators.org)

## Booth Locations

Booth locations will be assigned based on a random drawing of agreements received by August 1, 2014. Agreements received after August 1, 2014, will be assigned on a first-come, first-served basis. Convention sponsors will have priority selection if agreement is finalized before August 1, 2014. NAEA reserves the right to reconfigure the Exhibit Hall floor plan or relocate an exhibit at any time.

Please specify if there is a company that you would prefer to be near: \_\_\_\_\_

Please specify if there is a company that you would prefer NOT to be near: \_\_\_\_\_

## Contact Information

This contact will be designated as the official NAEA National Convention contact to receive all exhibit-related materials and communications.

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip/Country Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Website \_\_\_\_\_ Accounts Payable E-mail \_\_\_\_\_

Exhibiting Company agrees that the Rules and Regulations on the following page are an integral and binding part of this agreement and agrees that the e-mail address and mailing address on this agreement will be shared with organizations assisting in the production of the NAEA National Convention.

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

## Method of Payment

☐ VISA\* ☐ MasterCard\* ☐ American Express\* ☐ Check\*\*

Charge Amount \$ \_\_\_\_\_

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_/\_\_\_\_ Security Code \_\_\_\_\_

Make check payable to: NAEA

Mail check and Exhibit Space Agreement to:

Exhibits

NAEA National Convention

1806 Robert Fulton Drive, Suite 300

Reston, VA 20191

\*Credit card payment may be faxed to 703-860-2960, or e-mailed to: [kduse@arteducators.org](mailto:kduse@arteducators.org)

\*\*Credit Card payment required for Canadian/International purchases

# 2014 *Exhibitors*

Abbeville Press	iLoveToCreate	Savannah College of Art & Design
Academy of Art University	Imagination International Inc./Copic Marker	Sax School Specialty
Alliance for Young Artists & Writers	IWATA-Medea Inc.	Scholastic ART Magazine
Amaco-brent, The American Art Clay Co.	Jack Richeson & Co. Inc.	School of the Art Institute of Chicago
Ambient Design/Art Rage	Kendall College of Art & Design	Shain by Diversified Woodcrafts
Art Center College of Design	L&L Kiln	Shimpo Ceramics
Art Instruction Schools	Lesley University	Shurtech Brands LLC
Art to Remember	Liliedahl Video Productions	SilverGraphics Studios Inc.
Arts and Activities Magazine	Maine College of Art	Sketch for Schools
Artsonia	Massachusetts College of Art & Design	Skutt
Artstor	Mayco	Smart-Fab
Blick Art Materials	MD Enterprises - Pro Panels	Spectrum Glazes
Canson	Meet the Masters	Speedball Art Products
CelebratingArt.com	Michaels	Square 1 Art
Ceramic Publications Company	Miira Artist Tools	Students Rebuild
Chester Book Company	Nasco	SUNY Fashion Institute of Technology
Chroma	National Gallery of Art	Tara Materials
Colart Americas	New Hampshire Institute of Art	Teacher Created Materials Publishing
College for Creative Studies	Newell Rubbermaid - Writing Segment	The Art Institutes
Columbus College of Art & Design	Otterbox	The Art of Education
Corcoran College of Art & Design	Pacon Corporation	The Folding Art Horse
Crayola	Paragon Industries LP	Tombow
Crystal Productions	Pedestal Express	Triarco Arts & Crafts
CSU Office of the Chancellor	Regis University	Tutto Luggage/Mascot Metropolitan Inc.
D'ART Research Unit	Rho Designs	United Art & Education
Davis Publications	Royal & Langnickel Brush	University of Florida online Master of Arts in Art Education
DecoArt Inc.	Roylco Inc.	University of Nebraska at Kearney
Discount School Supply	Sakura of America	WB Manufacturing
Dixon Ticonderoga	San Francisco Art Institute	Westcott (Acme United Corporation)
Ed Hoy's International	Sargent Art	YAM Museum - Council for Art Education
Elmer's Products Inc.		
Elmo USA Corp		
Enduring Images		
Explorica		
Faber-Castell		
FIDM/Fashion Institute of Design & Merchandising		
General Pencil Company		
Getting To Know		
Golden Artist Colors		
HoverCam		

